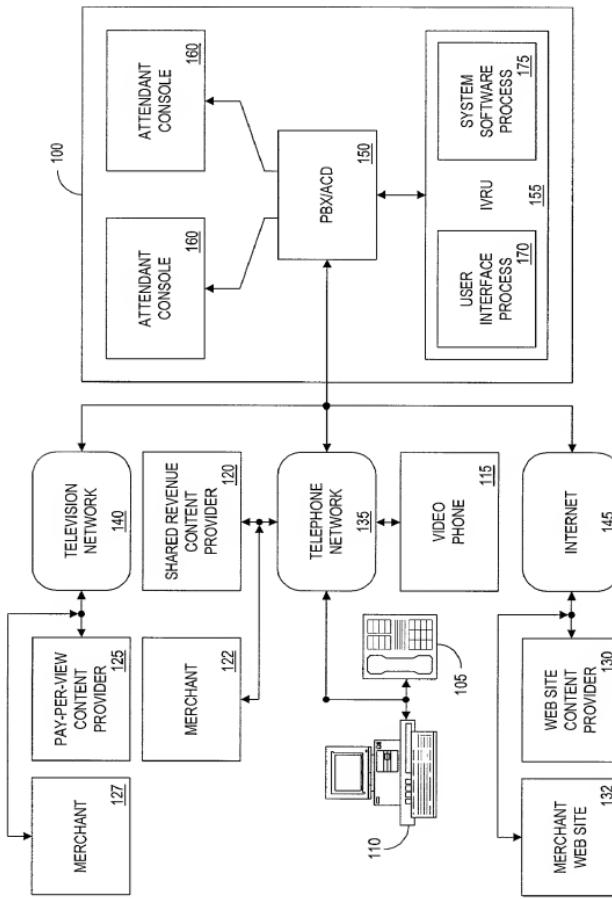


FIG. 1



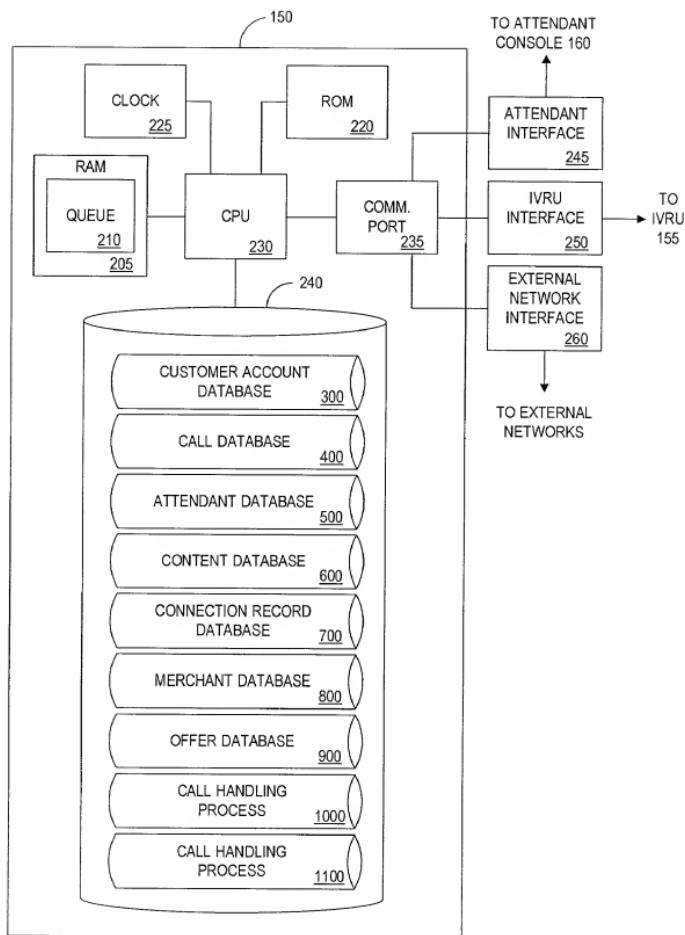


FIG. 2

CUSTOMER NAME	CUSTOMER ID	ADDRESS	TELEPHONE NUMBER (ANI)
JOHN SMITH	AAA	123 MAIN ST.	(203) 555-1212
FRANK JONES	BBB	245 TOWER RD.	(415) 555-212
MARY PARKER	CCC	513 STATE ST.	(212) 555-1212

CUSTOMER DATA	PAID ENTERTAINMENT OPTION ACCESS FLAG	EXPERT DATA	CREDIT CARD ACCOUNT NUMBER
REGULAR PURCHASER	NO ACCESS - PRIOR FRAUDULENT USAGE	GARDENING	1234-1234-1234-1234
INFREQUENT PURCHASER	NO COMPLIMENTARY ACCESS	EUROPEAN TRAVEL	5678-5678-5678-5678
FREQUENT PURCHASER	PROVIDE ACCESS	PERSONAL COMPUTERS	6789-6789-6789-6789

FIG. 3

400

411

412

413

CALL TRACKING NUMBER	CUSTOMER IDENTIFIER	CALL SUBJECT CATEGORY	CALL POSITION
420	422	425	430
TS1458	AAA	PRINTER PROBLEM	005
JJ9724	BBB	SYSTEM ERROR	016
SJ0691	CCC	FLIGHT RESERVATION (NYC)	025

400

411

412

413

CALL PHONE NUMBER (ANI)	CHANNEL NUMBER	TIME CALL WAS RECEIVED	ATTENDANT IDENTIFICATION NUMBER
(203) 555-1212	14	10:05 PM	BV2069
(414) 555-1212	07	11:12 PM	JR6001
(212) 555-1212	26	9:38 AM	TM9724

FIG. 4

09973531, 116011

The diagram illustrates a 3x3 matrix structure. The first column contains pointers 511, 512, and 513, each with an arrow pointing to the first column of the matrix. The second column contains the matrix itself, which is a 3x3 grid of cells. The third column contains pointers 520, 525, and 530, each with an arrow pointing to the third column of the matrix. The matrix cells are as follows:

ATTENDANT IDENTIFICATION NUMBER	ATTENDANT STATUS	AREA OF EXPERTISE
BV2069	BUSY	PRINTERS
JR6081	BUSY	MODEMS
TM9724	AVAILABLE	RESERVATIONS

FIG. 5

FIG. 6

PREMIUM ENTERTAINMENT SERVICE	CONTENT PROVIDER	ACCESS INFORMATION	ACCOUNT NUMBER	PASSWORD	COST
620	625	630	635	640	645
INTERNET	WEB SPORTS, INC.	HTTP://WWW.SPORTS.COM	85069	APACHE	\$10/MONTH
900 NUMBER	WEATHER SERVICE	1-900-555-1212	98761	SESAME	\$2/MINUTE
PAY-PER-VIEW	CABLE BOXING EVENTS	CHANNEL 15	12345	ROCK	\$1/MINUTE

600

610
611
612

CONNECTION ID NUMBER	CUSTOMER ID	CALLER TELEPHONE NUMBER	DATE
720	722	725	730
469F	AAA	(203) 555-1212	05/07/2003
243J	BBB	(414) 555-1212	05/07/2003
682X	CCC	(212) 555-1212	05/07/2003
376H	DDD	(917) 555-1212	05/07/2003

710
711
712
713

TIME	CONNECTION DURATION	ENTERTAINMENT OPTION	COST
735	740	745	750
11:18 AM	15 MINUTES	WEB SPORTS, INC.	\$1
11:19 AM	3 MINUTES	CABLE BOXING EVENTS	\$3
11:22 AM	16 MINUTES	BOOK MERCHANT	\$0
11:23 AM	14 MINUTES	TRAVEL CHAT ROOM	\$0

700 (CONT.)

FIG. 7

800

MERCHANT NAME	MERCHANT ID	ACCESS INFORMATION	DISCOUNT INFORMATION
820	825		830
TRAVELCO.	001	1-888-PROMO-DEAL	10% OFF ANY PURCHASE
BOOKS4TRAVEL	002	HTTP://WWW.BOOKS4TRAVEL.COM/ CALLERDISCOUNT/INDEX.HTM	FREE SHIPPING
GIFTCO.	003	DIGITAL CERTIFICATE: 128876543; HTTP:// WWW.GETFREESTUFFONHOLD.COM	OFFER ID: PA04

811
812
813

FIG. 8

SPONSORING MERCHANT	OFFER ID	BENEFIT	OBLIGATION	QUALIFICATIONS
920	925	\$10 OFF ANY PURCHASE	SWITCH LONG DISTANCE CARRIER	935
MIKE'S BOOK CO.	Z098			ON HOLD TIME > 15 MINS.
925	002	RX33	500 FREQUENT FLYER MILES	NONE
930	003	PA04	FREE SHIPPING	FREQUENT PURCHASER
			LISTEN TO MARKETING PITCH	NONE
				935

FIG. 9

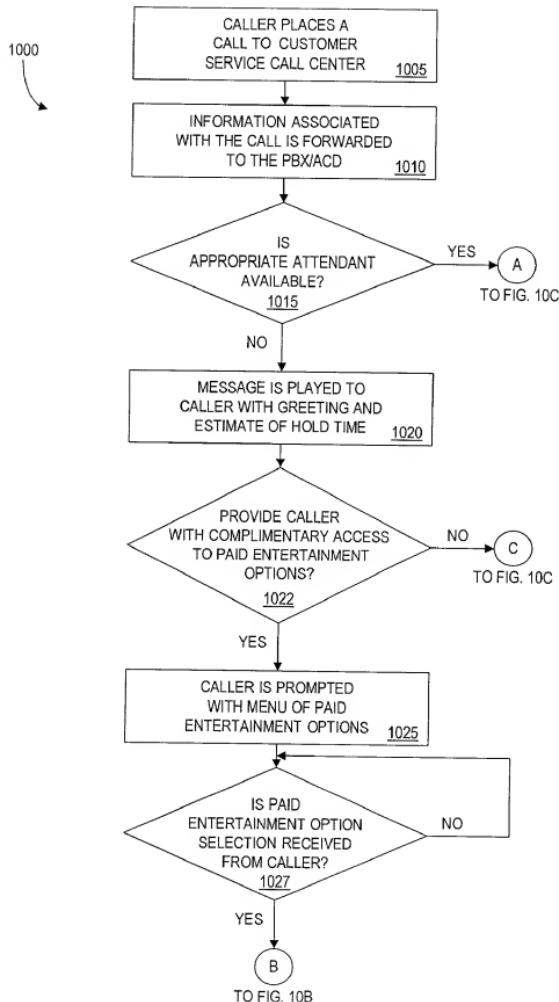


FIG. 10A

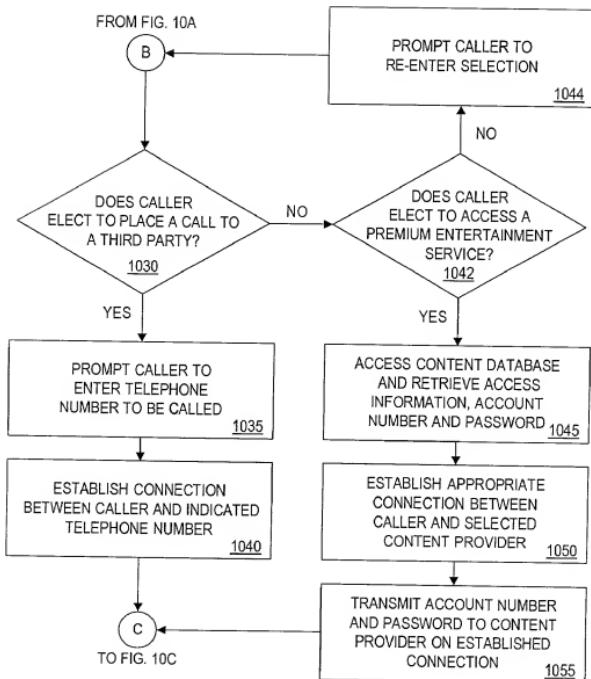


FIG. 10B

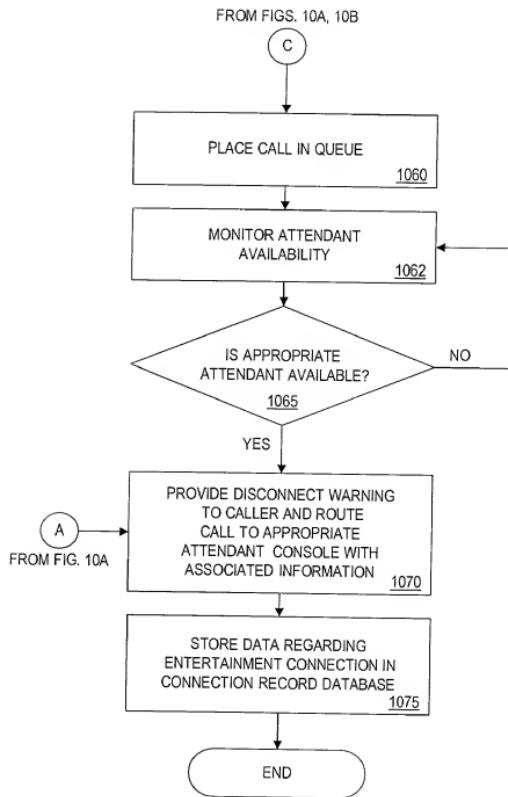


FIG. 10C

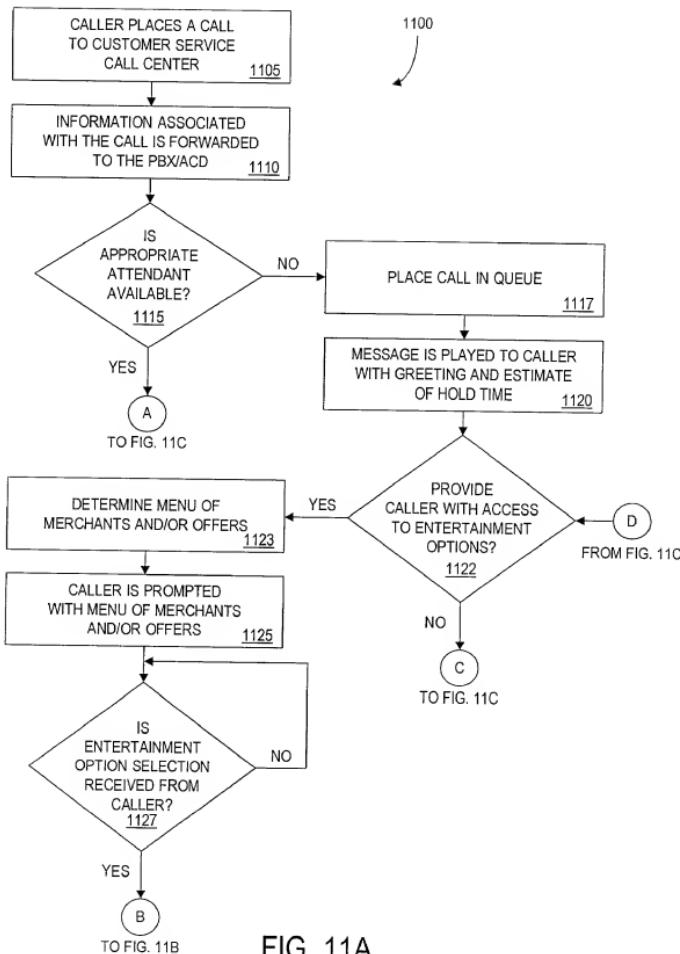


FIG. 11A

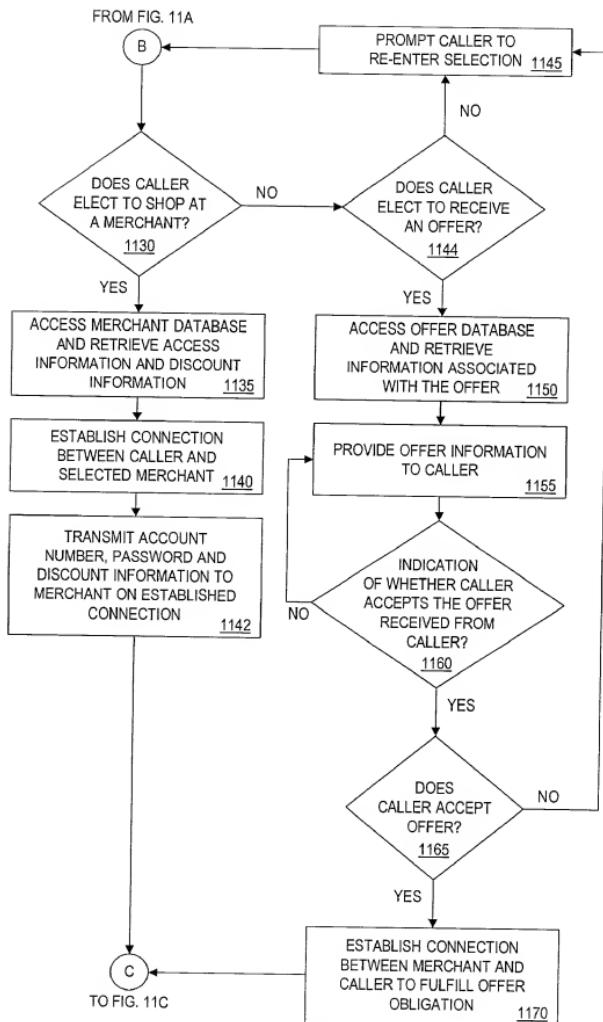


FIG. 11B

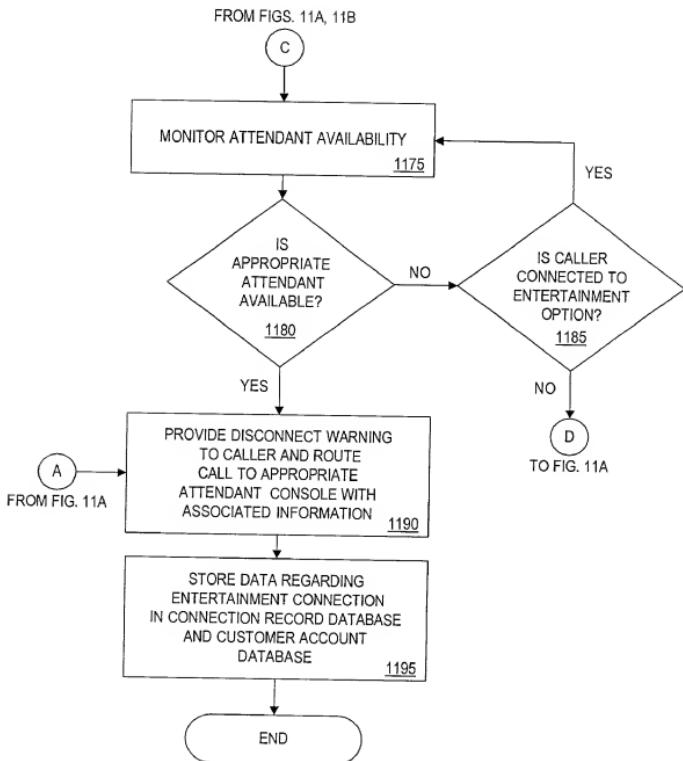


FIG. 11C